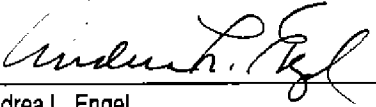


DRINKER BIDDLE & REATH LLP

1500 K Street, N.W., Suite 1100

Washington, D.C. 20005-1209

(202) 842-8800

<p>1. NAME OF CONVEYING PARTY:</p> <p>H.P. Hood LLC A Delaware limited liability company</p>	<p>2. NAME AND ADDRESS OF RECEIVING PARTY:</p> <p>JOHNSON & JOHNSON A New Jersey corporation One Johnson & Johnson Plaza New Brunswick, New Jersey 08933-7001</p>
<p>3. NATURE OF CONVEYANCE:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Release of Security Interest</p> <p>3A. EXECUTION DATE: October 7, 2004 3B. EFFECTIVE DATE: October 7, 2004</p>	<p>2A. ASSIGNEE A FOREIGN ENTITY:</p> <p>No: <input checked="" type="checkbox"/></p> <p>2B. DOMESTIC REPRESENTATIVE DESIGNATED:</p> <p>N/A</p>
<p>4A. TRADEMARK APPLICATION NOS.:</p> <p>Additional numbers attached? NO</p>	<p>4B. TRADEMARK REGISTRATION NO(S):</p> <p>Reg. No. 2,848,947 - SCOOPFULS</p> <p>Additional numbers attached? NO</p>
<p>Mary Pat A. Weyback Drinker Biddle & Reath LLP 1500 K Street, N.W., Suite 1100 Washington, D.C. 20005-1209 Ph: 202-842-8800</p>	
<p>6. TOTAL NUMBER OF TITLES: 1</p> <p>7. TOTAL FEE: \$40.00</p> <p>8. CHARGE FEES TO: DEP. ACCT. NO. 50-0573</p> <p>Our Ref: 31139.3974G</p>	<p>9. The undersigned declares to the best of her knowledge and belief that the information on this cover sheet is true and correct and any copy submitted is a true copy of the original document.</p> <p> Andrea L. Engel Date: November 19, 2004 Page 1 of 3</p>

CH \$40.00 500573 2848947

FILED BY FACSIMILE TO: (703)306-5995
November 19, 2004



31139.3974G
DC519442M

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TRADEMARK
REEL: 002980 FRAME: 0456

UNITED STATES TRADEMARK ASSIGNMENT

WHEREAS, **H.P. HOOD LLC**, a Delaware limited liability company, having its place of business at 90 Everett Avenue, Suite 200, Chelsea, Massachusetts 02150-2301 (hereinafter called "Assignor"), has adopted and used the trademark identified in Exhibit A, which trademark has been registered for in the United States Patent and Trademark Office, also as identified in Exhibit A.

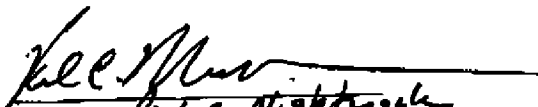
WHEREAS, **JOHNSON & JOHNSON**, a New Jersey corporation, having its place of business at One Johnson & Johnson Plaza, New Brunswick, New Jersey 08933-7001 (hereinafter called "Assignee"), is desirous of acquiring said trademark, and registration therefor, and the good will of the business in connection with which said trademark is used;

NOW THEREFORE, for good and valuable consideration, said Assignor does hereby sell, assign and transfer unto said Assignee, its successors and assigns, all right, title and interest in and to said trademark, and registration therefor together with the goodwill of the business in connection with which said trademark is used.

IN WITNESS WHEREOF, the said Assignor has caused these presents to be executed by its duly authorized officer on this 7th day of October, 2004.

ASSIGNOR: **H.P. HOOD LLC**

BY:



Name: **Paul C. Nightrigle**
Title: **Vice President and General Counsel**

EXHIBIT A

TRADEMARK

APPLICATION NO.

SCOOPFULS

2,848,947